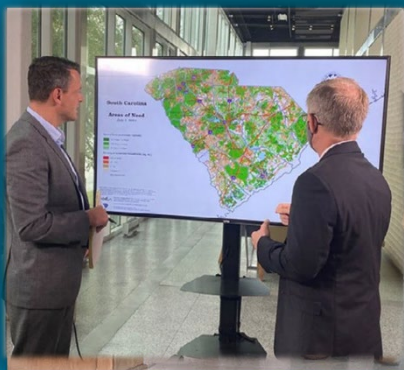
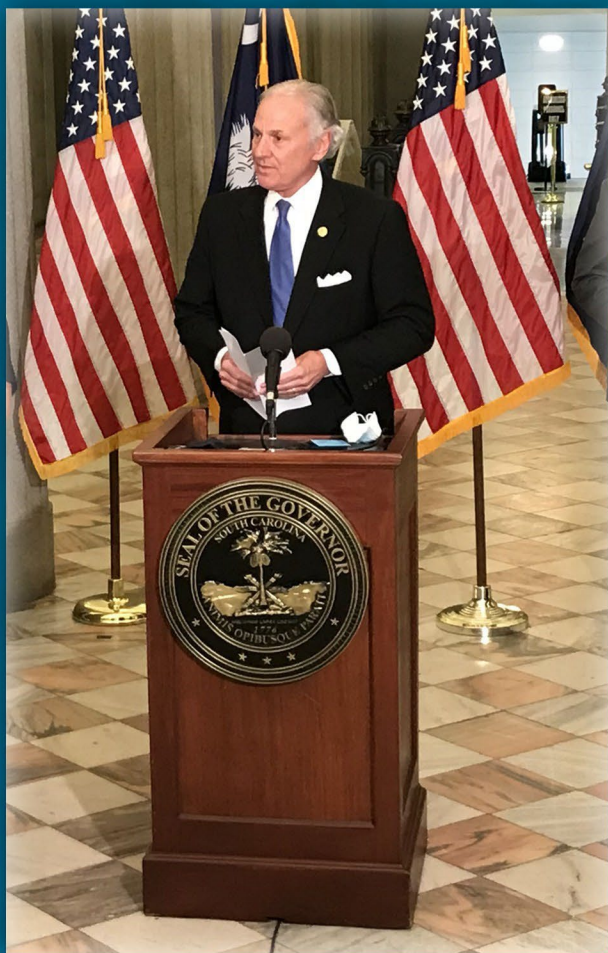


More than six decades of local storytelling...



South Carolina ETV and SC Public Radio FY2021 Local Content and Service Report

Reflect. Reimagine. Redesign.

Although this past year continued to bring many inconsistencies, one thing remained the same - Team SCETV's commitment to serving the citizens of South Carolina. To that end, we have spent much time [reflecting](#) on the services and resources we provide. Current times have prompted us to [reimagine](#) who we are as a state agency and public media entity. As such, we have also been working to [redesign](#) our efforts to support and engage our communities.

We began the year with the relaunch of the network's three primary websites – [scetv.org](#), [KnowItAll.org](#), and [SouthCarolinaPublicRadio.org](#). Our team worked hard to leverage these online resources and other platforms to disseminate accurate, timely information.

SCETV strengthened its efforts to engage community partners to support underserved and underrepresented groups around the state. The agency's [datacasting initiative](#) – use of broadcast signal to send instructional content one-way to students - continued to flourish, serving students with limited or zero Internet access. Additionally, the agency explored use of its vertical assets to support a [private LTE fixed wireless pilot](#) by partnering with the South Carolina Office of Regulatory Staff, as well as the school district, and higher ed partners in Allendale County. Further, the station continued to air [remote learning instruction on the main HD channel](#). Programming was modified three days per week to provide standard-aligned content on air to support students without broadband.

Aside from these efforts, SCETV also continued to strengthen its reputation as [South Carolina's primary storyteller](#) over the past year. In addition to continuing our local magazine show, "[Palmetto Scene](#)," to tackling various issues through news programming, such as "[This Week in South Carolina](#)" and the "[SC Lede](#)" [podcast](#), SCETV produced a community engagement-focused program entitled "[Palmetto Perspectives](#)." Airing on both SCETV and SC Public Radio, the series aims to bring together a diverse group of voices to discuss the important issues facing the state of South Carolina and its communities. Team SCETV also produced some remarkable national projects this past year, such as "[Downing of a Flag](#)" and "[How She Rolls](#)," which were both aired by more than 90 percent of public media stations nationwide.

We're thankful for the support of our listeners and viewers and we are proud to serve as a consistent resource for the state. We look forward to continuing our efforts in the weeks and months ahead.



A handwritten signature in black ink that reads "Anthony Padgett". The signature is fluid and cursive, written over a white background.

Anthony Padgett
President & CEO
SCETV and SC Public Radio



South Carolina ETV and SC Public Radio

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[scetv.org](#) | [scpublicradio.org](#) | [knowitall.org](#)
[@SouthCarolinaETV](#) on Facebook and Instagram
[@SCPublicRadio](#) on Facebook and Twitter



More than six decades of local storytelling...



SCETV's mission is to enrich lives by educating children, informing, and connecting citizens, celebrating our culture and environment, and instilling the joy of learning. To that end, SCETV strives to provide educational resources for children, educators, parents, and caregivers. Additionally, the network supports emergency preparedness throughout the state and provides government transparency through coverage of news and public affairs.

Local Value

SCETV is integral to South Carolina's advancement.

The network strives to provide educational resources for the state's children, educators and caregivers; support emergency preparedness throughout the state; provide government transparency through coverage of news and public affairs; and serve all members of our audience regardless of age, economy, race or political beliefs.

As a trusted steward and valued partner in South Carolina, SCETV takes pride in its partnerships and projects that aim to improve quality of life in the state.

Key Services

SCETV provides these vital local services:

- Educational content and training to schools and agencies.
- Support of emergency communications.
- Legislative coverage of House and Senate sessions, the State of the State Address and additional meetings on-air and online.
- Outreach with "Smart Cat," SCETV's kids' mascot, who promotes child health, safety and learning.
- Public safety training for law enforcement and first responders, including online courses on interoperability.

Local Impact

SCETV's local services had a deep impact on the state:

- Nearly 8,200 individuals participated in training for educators, families, and public safety personnel.
- SCETV aired more than 15 weeks of curriculum-based programming as part of "At-Home Learning."
- Ten school districts participated in the datacasting pilot initiative to support families with limited or zero Internet access.
- Across multiple mediums, SCETV keeps citizens informed with news coverage and insightful programs.



SCETV In the Community

SCETV assets support innovative fixed wireless and public Wi-Fi pilot

SCETV provided vertical assets to support a broadband pilot project by partnering with the South Carolina Office of Regulatory Staff, as well as the Allendale County School District, UofSC Salkehatchie, and other local agencies. Through one of the first pilots of its kind in the country, SCETV supported implementation of a private LTE fixed wireless network and multiple public Wi-Fi hubs. Approximately 100 families received fixed wireless devices and hundreds of residents benefited the free Wi-Fi hubs.



Congressman Jim Clyburn has been an avid supporter of broadband initiatives in South Carolina. He was a featured speaker during the Allendale pilot press event.

SCETV datacasting pilot continues to bridge broadband access gaps

Amidst the ongoing pandemic, SCETV strengthened its efforts to engage community partners to support underserved and underrepresented groups around the state. The agency's datacasting initiative – use of broadcast signal to send instructional content one-way to students - continued to flourish, serving students with limited or zero Internet access. During the first official year of the rollout, SCETV received \$2.4 million in federal funds through a grant partnership with the SC Department of Education. The three-year grant will support the purchase of devices for students, teacher training, and evaluation.

Each year, SCETV will add additional districts to the pilot program. Districts are chosen based on the number of households with Internet access in the district's service area, SCETV partnership status, and interest in the pilot program. As a result of our work in datacasting, SCETV received the Innovator of the Year Award from America's Public Television Stations.

“For students with limited or no Internet access, datacasting is the key to a child getting the information they need to get when they can't be at school. Thanks to SCETV for providing this innovative service.”
– Angela McKenzie, Dillon School District



In addition to federal grant funds to support the end-user experience, SCETV received funds from the Governor's COVID Relief funds to support datacasting infrastructure. SCETV partnered with ten school districts during the 2020-21 year to pilot datacasting.



SCETV Stories of Local Impact

Community town hall facilitated discussion around COVID-19 Vaccine



The COVID-19 vaccination town hall was broadcast on television and livestreamed on social media. Interpreters were made available for the hard of hearing and transcripts were made available in Spanish.

“ These types of conversations give our community leaders and residents the chance to have open discussions about their concerns, and have their questions answered by public health experts. ”
– Dr. Edward Simmer, DHEC Director

SCETV, in partnership with the South Carolina Department of Health and Environmental Control (DHEC) and local community leaders, hosted a special live town hall event about COVID-19 vaccines on Thursday, May 20, 2021. Titled, “A Shot of Hope: COVID-19 Vaccine Community Town Hall,” this televised conversation provided an opportunity for South Carolinians to hear directly from and ask questions to public health experts, medical professionals and community leaders about the safety and effectiveness of the COVID-19 vaccines.

The goal of the town hall was to give community leaders and residents across the state access to the information and resources they need to help answer their questions and empower them to assist others; educate members of their communities about the COVID-19 vaccines; improve access to trusted information and resources; and encourage people to get vaccinated and move South Carolina closer to herd immunity.



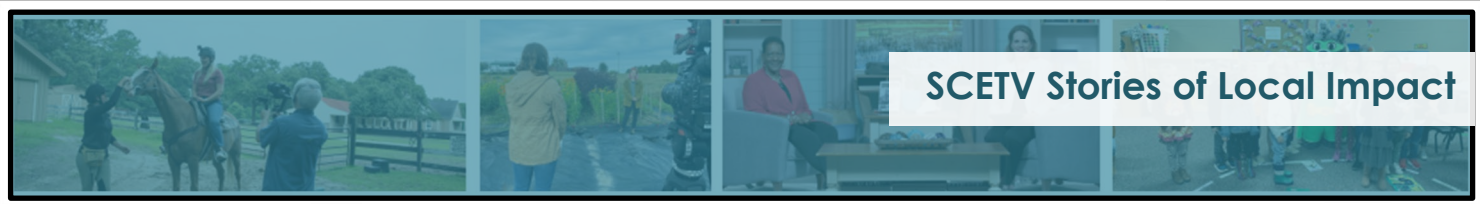
Podcast examines intersections of race, policing and disabilities

“De-escalating Disability” debuted in 2021 as a four-episode podcast hosted by SCETV and SC Public Radio reporter Gavin Jackson. Content includes audio from incidents that have taken place both in South Carolina and around the country, involving members of law enforcement and individuals with Autism Spectrum Disorder. The series features interviews with police officers, legal professionals, and other subject matter experts.



Palmetto Perspectives elevates community voices

Airing on both SCETV and SC Public Radio, “Palmetto Perspectives” aims to bring together a diverse group of voices to discuss the important issues facing the state of South Carolina and its communities. This past year, SCETV produced programs around health disparities, voting rights, and monuments/memorials. Each episode was streamed to social media, taking questions from the public about each of these timely and important issues.



SCETV Stories of Local Impact

Meeting the Moment: South Carolina stories take national stage



These local stories were carried by more than 90% of public media stations nationally.



SCETV was proud to present "Downing of a Flag" this past year. The two-hour, two-part documentary film focuses on the story of the Confederate Battle flag and its impact on the people, politics, and perceptions of South Carolina and beyond. The documentary was distributed nationally by the Public Broadcasting Service (PBS) on July 12, 2021, two days after the six-year anniversary of the flag's removal from the South Carolina State House grounds.

SCETV hosted four community screenings and panel discussions around the state ahead of the documentary's release date. Panelists included community leaders, historians, and elected officials.

New series, "How She Rolls," is a half-hour lifestyle documentary and culinary show that follows the life of Charleston, South Carolina entrepreneur, Carrie Morey. The series was distributed nationally by the Public Broadcasting Service (PBS) and premiered locally on SCETV in May 2021. Featuring 10 episodes, the inaugural season of How She Rolls focuses on Morey as she balances being a wife and a mom to three daughters with the pressures of being a business owner in what has been such an unpredictable year.

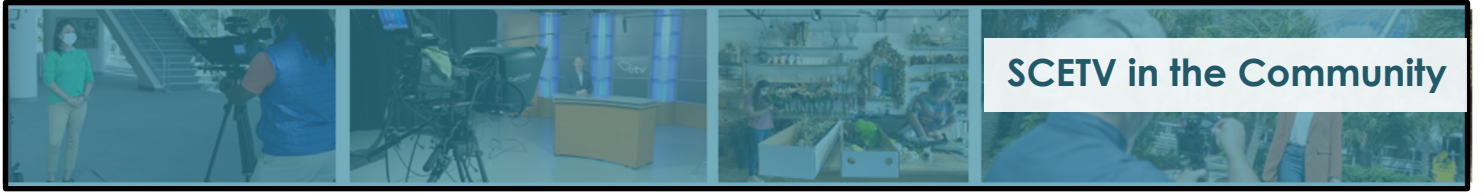
SCETV is the proud presenting station for the series. Season Two is currently in production.



SCETV fosters expansion of local diversity program

In 2021, SCETV partnered with the Riley Institute at Furman University to create the [Public Media Diversity Leaders Initiative \(PMDLI\)](#). PMDLI is modeled after the Riley Institute's lauded South Carolina Diversity Leaders Initiative. The curriculum is designed with the unique needs of public media in mind and introduces strategic DEI frameworks to guide development of actionable plans. Participants will explore selected best DEI practices already in place within public media and content tailored to examine challenges, themes and topics identified by the participants.

There are 64 PMDLI graduates to date; PMDLI will likely become an important element of the emerging professional development programming for public media leaders.



Local stories reflect diverse communities and South Carolina culture



“SOLHOT: Guideposts for Black Girlhood,” addresses strategies for working with young black girls. In this special, members of SOLHOT (Saving Our Lives Hear Our Truths) discuss why the Black Girl Genius collective is important, and how it is helping to improve the educational experiences for African American girls in schools. SOLHOT creates safe places for Black girls to express themselves, and to be able to explore their gifts and strengths at a young age to figure out what they would like to do with their lives.



“The Chernobyl Event: An Update at 35 Years,” examines the largest nuclear disaster in history which took place behind the Soviet Iron Curtain in 1986. This event impacted nature, nuclear science, the Soviet Union’s political outlook and economy, U.S.-Soviet relations, and the people called Chernobyl home. This panel discussion explores the history of the event, relates why SCETV and The University of South Carolina have been involved, and focuses on the continued study of animals, birds and insects, as well as the lasting impact of the Chernobyl event.



“Go For It,” is a digital series produced by SCETV in partnership with the SC Department of Parks, Recreation & Tourism (SCPRT). Discover Daufuskie, tag along on a Charleston ghost tour and get a glimpse at colonial life in South Carolina in the latest season of the travel series. Go For It brings viewers along for the ride as SCPRT Digital Engagement Manager, Devyn Whitmire, takes on iconic and unique experiences across the Palmetto State for the first time.

SCETV’s digital platforms continue to grow with the addition of “From the Sky” and “Carolina Snaps.”





Awards and Accolades



6 Silver awards:

- Our Town
- My Telehealth
- Go For It
- 350 Years of the South Carolina National Guard
- Women Vision SC: Finding Our Voice
- By The River(Season Three)

7 Bronze awards:

- Let's Go! Careers
- Making It Grow – The Joseph Manigault House
- Making It Grow – Macroinvertebrates
- This Week in South Carolina – First in the South Primary
- This Week in South Carolina – Race
- Palmetto Perspectives on Racial Injustice
- South Carolina Democratic Primary Election Coverage



- Radio Breaking News
- Radio General News
- Radio Hard News
- Feature Radio
- Health/Medicine Radio
- Light Feature Radio
- Series Radio Sports
- Television Special
- Report Radio Breaking
- News Radio
- Consumer/Economic
- Radio Education Radio
- Entertainment Radio
- Hard News



“By the River” has received two accolades from The Communicator Awards – the Communicator Award of Excellence in the Television Cultural category and the Communicator Award of Distinction in the Television Interview



SC Public Radio Reporter Scott Morgan has received the Radio Television Digital News Association's Regional Edward R. Murrow Award for the second year in a row for his story on the development of two police citizens review boards in Upstate South Carolina.

